

Job Description
Missouri State Highway Patrol

Class Title: Public Information Specialist II

Title Code: V00095

Effective Date: 08/17/92

Date Reviewed:

Date Revised: 12/27/04

Immediate Supervisor:

Position Supervised: None

FLSA Classification: Non-exempt

Working Hours: An employee in this position works an eight-hour shift as directed by the division director; however, working hours are subject to change at the discretion of the commanding authority.

POSITION SUMMARY

This is professional work in the collection, preparation and dissemination of information and public relations activities. An employee in this position prepares and disseminates informational materials to the Troops' headquarters/divisions, public, other law enforcement agencies, etc. Work includes the writing of copy for press releases, articles in the Patrol News, newsletters, pamphlets, and other publications. General supervision is provided by an administrative superior.

DESCRIPTION OF DUTIES PERFORMED

(Any one position may not include all of the duties listed nor do the listed examples include all tasks which may be found in positions of this class.)

Plans, gathers data, compiles information, and writes copy for newsletters, feature stories, articles, bulletins, pamphlets, brochures and other publications.

Develops and prepares various types of bulletins, manuals, and booklets which can be reproduced by a variety of processes.

Edits manuscripts for clarity, organization, grammar, style, and format.

Writes and/or edits informational brochures, articles for the Patrol News and other publications.

Maintains files of photographs, newspaper clippings and agency publications; edits articles or correspondence; answers inquiries from the media via telephone, in person or written correspondence.

Meets with agency personnel for the purpose of discussing activities and securing newsworthy information.

Arranges speaking engagements, e.g., press conferences, town-hall meetings, etc., for agency officials and prepares or edits materials to be presented.

Coordinates and edits the Executive Summary each week.

Represents the Highway Patrol at various meetings and functions related to law enforcement, traffic safety, public relations, etc.

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Provides statistical information related to traffic or personal safety in writing or over the telephone as requested.

Performs other related duties as assigned.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of journalist principles and practices and the techniques of planning, composing and editing informational materials.

Knowledge of the methods and techniques of disseminating information to the public and of the facilities and media applicable and skill in the use of such methods.

Knowledge of effective interviewing techniques required to obtain necessary information.

Knowledge of news media operation and their proper utilization for dissemination of information.

Knowledge in the use of word processing and desktop publishing software (e.g., CorelDraw, Pagemaker, Lotus 1-2-3, Word Perfect, etc.).

Ability to read English effectively.

Ability to communicate in English clearly and concisely, both orally and in writing.

Ability to handle restricted and confidential information in a professional manner and maintain the information as such.

Ability to operate a 35mm camera and video recorder reference correct exposures and shutter speeds and the appropriate type and speed of film necessary for the occasion.

Ability to operate basic office equipment (e.g., personal computer, copy machine, facsimile machine, document shredder, etc.).

Ability to interpret policies, laws and Patrol operations in order to stimulate public interest and gain support and cooperation for the department.

Ability to perform research and find pertinent and newsworthy information.

Ability to write effectively at a level, and in proper form, for release to media or publications.

Ability to handle restricted and confidential information in a professional manner and maintain the information as such.

Ability to communicate effectively to the public, news media, other law enforcement agencies, etc.

Ability to handle multiple tasks within prescribed deadlines.

Ability to work under stress.

Ability to establish and maintain effective working relations with others.

Ability to work with material that may be of a sexual nature relating to criminal activity (e.g., written material, photographs, and/or verbal language, etc.).

Ability to work hours as assigned.

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MINIMUM EXPERIENCE, EDUCATION, AND TRAINING REQUIRED

(The following represents the minimum qualifications used to accept applicants, provided that equivalent substitution will be permitted in case of deficiencies in either experience or education.)

Graduation from an accredited four-year college or university with a Bachelor's Degree in Journalism (preferably Print Journalism), Advertising, Public Relations, or closely related field.

AND

Possess at least one year as a Public Information Specialist I or related experience.